Entrepreneurship Projects

#12 Introductory Promotional Letter

**Objective**: To produce an Introductory Promotional Letter.

**Background Info:**

**What is an Introductory Promotional Letter and Why Use One?**

* Introductory Promotional Letter: a business letter written with the intent of introducing a new business to prospective customers while at the same time providing the recipient with a call to action in the form of *premium*.
* *Premium:* a promotional tool that serves to elicit a response from a potential customer.  
  + “Buy One Get One Free” offers
  + Introductory Discounts
  + Free Delivery
  + Free Gift with First Purchase
  + Coupons

**Why Include an Introductory Promotional Letter in a Business Plan?**

* Demonstrates that the owner has taken the initiative to begin promoting, advertising, and attracting new customers to the business.
* Usually put as a supplemental attachment or in the appendix in the business plan.

**Promotional Letter Tips**

* Use Block Letter Style
* Use your Letterhead
* Leave room for your signature
* Grammar and Spell Check
* Does it look professional?

## TASK #1: Create an Introductory Promotional Letter

**Instructions:** Using Shaun Decker’s Introductory Promotional Letter as a model, create your own letter to entice customers to do business with you. Make sure you use your Letterhead Project!

**Saving Your Work:**

Save this as ***Project Twelve – Intro Promo*** in your “Business Plan” folder.

All future projects will be saved to this same folder – “Business Plan”

